In 2020 Statistica reported more than 60% of people in the UK have a social media account. Creating a page or profile for your church is completely free and presents an opportunity to reach new people within your local community.

In this guide find out how to create an account for your church on each of the main social media networks, plus advice and guidance for managing your account safely.

Which platforms should you use?

A quick google search for ‘How many social media networks are there?’ throws up a variety of answers from 25 - 99 - needless to say, there are plenty of options! Which of these should you embrace as a church? Before you create a new social media account, bear these three questions in mind:

1. What platforms are the community using?

Introducing a whole new platform to your community may be an uphill struggle. First, find out what your congregation and local community already use and consider starting here for maximum impact.

2. How much time do I have?

It may be appealing to have a range of vibrant profiles to communicate with different sections of your community. However, if you don't have the time to keep them up, they may fall out of date, giving the wrong impression of your community. Start with one or two platforms, and go from here.

3. What do I hope to achieve?

Reaching out to families, championing local charities, or supporting those shielding at home - choose your goals and find a platform that will serve this purpose.

10 ways to use video content on your church’s social media and websites
Video content is an online trend that has accelerated throughout 2019 and will continue into 2020.

19 recommended tools for church social media and website managers

Manage your church social media with these 19 recommended tools.

31 amazing tools and resources to support your online - or offline - church services

Churches have been sharing their most used tools and resources used every week in their live streamed services.

7 social media post ideas, with examples

We've found seven post examples to inspire your social media this week.
A guide to hashtags for churches in 2021

03/05/2021

Are hashtags useful for a church on social media? In this blog, we look at what hashtags are and how a church can use them effectively in 2021.

Creating and administrating a church social media account

26/07/2021

Useful guide for anyone creating a new account for a church

Digital Labs webinars

Learn how to use digital communications for evangelism and discipleship. These live webinars are the place to learn new skills, ask questions and see real examples of good practice from across the Church.

Promoting healthy conversations online

08/04/2021

How the conversations we’re having can help change someone’s newsfeed for the better?
What you need to know about using photos and video online

21/04/2021

A simple guide to consent, Data Protection and UK/EU GDPR and how it applies to churches sharing photos and videos online

7 min read

Source URL: https://www.churchofengland.org/resources/digital-labs/blogs/guide-getting-started-social-media